



Catherine Kaputa

SELF BRANDING • BRANDING • CAREER AND LIFE SUCCESS • U R A BRAND! BOOK • SELL SMART



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BIO HIGHLIGHTS

- President of SelfBrand LLC, a marketing consulting company that develops brand strategy for products, companies and even people. 2001 to present.
- Author of *U R A BRAND! How Smart People Brand Themselves for Business Success*. To be published by Davies Black, February, 2006. Foreword by Al Ries, co-author *The Origin of Brands*. Advance praise for the book from Tom Peters, Jack Trout, Phil Kotler, Jay Conrad Levinson and others.
- Adjunct Professor, New York University, Stern School of Business, 2002.
- SVP, Director of Advertising and Community Affairs at Smith Barney, responsible for worldwide advertising for the corporate image, retail and investment banking divisions, 1986 – 2001.
- Management Supervisor, “I Love New York” and Liberty Mutual Insurance campaigns, Well, Rich, Green Advertising, 1982 – 86.
- Account Supervisor at Trout & Ries Advertising under the two marketing gurus, Al Ries and Jack Trout. 1978 – 82.
- Education: Northwestern University, BA; University of Washington, MA; Harvard University, Ph.D. Candidate; Tokyo University Fellow.